

**Claims**

1. A method for the valuation of services, the method comprising the steps of:
  - generating at least one service profile for a service, a service profile
  - defining a combination of any of a plurality of profile attributes, wherein each
  - profile attribute represents a particular characteristic of that the service profile
  - can possess;
  - generating a price for each service profile;
  - providing to a user, for each service profile, a residual services
  - quantification, the residual services indicating the number of remaining
  - services, a competing bids quantification, the competing bids quantifying the
  - cumulative number of selections for each service profile by previous users,
  - and a time-to-service indication, the time-to-service indicating the time
  - remaining prior to the commencement of a service;
  - selecting one or more service profiles by the user;
  - creating a selected profiles list, the selected profiles list containing the
  - service profiles selected by the user; and
  - updating the price for each service profile.
2. The method as claimed in claim 1, further comprising the step of accepting from the user a preference rank for each of the service profile in the selected profiles list.
3. The method as claimed in claim 2, further comprising the step of accepting a plurality of part-worths from an administrator, the part-worth indicating the worth of either the residual service quantification, competing bids quantification, the time-to-service indication, or a profile attribute, and the part-worth being pre-specified by the administrator;
4. The method as claimed in claim 3, further comprising the step of assigning an attribute weighting to each profile attribute by the administrator, the attribute weighting indicating the level of influence of the profile attribute over a user.

5. The method as claimed in claim 4, wherein the price of the service profile is generated based on the respective attribute weighting of the combination of profile attributes defining the service profile.
- 5 6. The method as claimed in claim 5, further comprising the step of constantly updating the residual services quantification, the competing bids quantification, and the time-to-service indication.
7. The method as claimed in claim 6, further comprising the step of:
  - 10 registering the residual services quantification, the competing bids quantification, and the time-to-service indication for the service profile corresponding to the time the service profile is selected by the user.
8. The method as claimed in claim 7, further comprising the step of:
  - 15 generating a perceived opportunity cost for a service profile, the perceived opportunity cost being dependant on the registered residual services quantification, competing bids quantification, time-to-service indication, and the respective part-worth.
9. The method as claimed in claim 8, further comprising the step of:
  - 20 performing a conjoint analysis on the service profiles contained in the selected profiles list, the respective preference rank, and the corresponding residual services quantification, competing bids quantification, and time-to-service indication.
10. The method as claimed in claim 9, further comprising the steps of:
  - 25 computing and updating the attribute weighting of each profile attribute based on the conjoint analysis; and
  - 30 computing and updating, based on the conjoint analysis, the respective part-worth of the residual service capacity quantification, the competing bids quantification, the time-to-service indication, and each profile attribute.

11. The method as claimed in claim 10, wherein the price of the service profile is updated based on both the perceived opportunity cost and the respective attribute weighting of the combination of profile attributes defining the service profile.
12. The method as claimed in claim 11, further comprising the step of:  
redesigning for the service, a new service profile to define a new combination of any of the plurality of profile attributes, the new combination of profile attributes being based on the attribute weighting of each profile attribute derived from the conjoint analysis, and being redesigned by the administrator.
13. The method as claimed in claims 12, further comprising the step of:  
generating a new price for the new service profile, the new price being based on the perceived opportunity cost and the attribute weighting of each of the new combination profile attributes defining the new service profile.
14. The method as claimed in claim 13, wherein the selected service profiles and their respective preference ranking are accepted from the user within a predetermined duration.
15. A system for the valuation of services, the system comprising the means for:  
generating at least one service profile for a service, a service profile defining a combination of any of a plurality of profile attributes, wherein each profile attribute represents a characteristic of the service profile;  
generating a price for each service profile;  
providing to a user, for each service profile, a residual services quantification, the residual services indicating the number of remaining services, a competing bids quantification, the competing bids quantifying the cumulative number of selections for each service profile by previous users, and a time-to-service indication, the time-to-service indicating the time remaining prior to the commencement of a service;

selecting one or more service profiles by the user;  
creating a selected profiles list, the selected profiles list containing the  
service profiles selected by the user; and  
updating the price for each service profile.

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16. The system as claimed in claim 15, further comprising the means for accepting  
from the user a preference rank for each of the service profile in the selected  
profiles list.

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17. The system as claimed in claim 16, further comprising the means for accepting  
a plurality of part-worths from an administrator, the part-worth indicating the  
worth of either the residual service quantification, competing bids  
quantification, the time-to-service indication, or a profile attribute, and the  
part-worth being pre-specified by the administrator;

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18. The system as claimed in claim 17, further comprising the means for assigning  
an attribute weighting to each profile attribute by the administrator, the  
attribute weighting indicating the level of influence of the profile attribute  
over a user.

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19. The system as claimed in claim 18, wherein the price of the service profile is  
generated based on the respective attribute weighting of the combination of  
profile attributes defining the service profile.

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20. The system as claimed in claim 19, further comprising the means for  
constantly updating the residual services quantification, the competing bids  
quantification, and the time-to-service indication.

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21. The system as claimed in claim 20, further comprising the means for:  
registering the residual services quantification, the competing bids  
quantification, and the time-to-service indication for the service profile  
corresponding to the time the service profile is selected by the user.

22. The system as claimed in claim 21, further comprising the means for:  
generating a perceived opportunity cost for a service profile, the  
perceived opportunity cost being dependant on the registered residual services  
quantification, competing bids quantification, time-to-service indication, and  
the respective part-worth.
23. The system as claimed in claim 22, further comprising the means for:  
performing a conjoint analysis on the service profiles contained in the  
selected profiles list, the respective preference rank, and the corresponding  
residual services quantification, competing bids quantification, and time-to-  
service indication.
24. The system as claimed in claim 23, further comprising the means for:  
computing and updating the attribute weighting of each profile  
attribute based on the conjoint analysis; and  
computing and updating, based on the conjoint analysis, the respective  
part-worth of the residual service capacity quantification, the competing bids  
quantification, the time-to-service indication, and each profile attribute.
25. The system as claimed in claim 24, wherein the price of the service profile is  
updated based on both the perceived opportunity cost and the respective  
attribute weighting of the combination of profile attributes defining the service  
profile.
26. The system as claimed in claim 25, further comprising the means for:  
redesigning for the service, a new service profile to define a new  
combination of any of the plurality of profile attributes, the new combination  
of profile attributes being based on the attribute weighting of each profile  
attribute derived from the conjoint analysis, and being redesigned by the  
administrator.

27. The system as claimed in claims 26, further comprising the means for:  
generating a new price for the new service profile, the new price being  
based on the perceived opportunity cost and the attribute weighting of each of  
the new combination profile attributes defining the new service profile.
28. The system as claimed in claim 27, wherein the selected service profiles and  
their respective preference ranking are accepted from the user within a  
predetermined duration.